

Amendments to the Specification:

Please replace the paragraph beginning on page 2, line 4, with the following paragraph:

Besides brick and mortar video rental chains, there are now Web based video businesses such as www.imdb.com the WWW.IMDB.COM Web site and www.netflix.com the WWW.NETFLIX.COM Web site, for example. Imdb.com The WWW.IMDB.COM Web site is a video business-to-consumer Web site that allows customers to build a wish list and review/rate movie titles. This Web based video rental business does not track customer rental history, credentials, or provide services to other rental businesses. Netflix.com WWW.NETFLIX.COM Web site is a Web based video rental cyberstore for DVDs. Again, this business tracks local customer information only, and cannot access it's customer rental history or credentials outside of its business boundaries.